

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Voluntary    Public

**Date:** 9/30/2014

**GAIN Report Number:**

## China - Peoples Republic of

**Post:** Chengdu ATO

### Kunming Great American Food Festival 2014

**Report Categories:**

CSSF Activity Evaluation  
Agricultural Trade Office Activities  
Market Promotion/Competition  
Trip Report  
Snack Foods  
Tree Nuts  
Dried Fruit  
Dairy and Products  
Fishery Products  
Wine  
Beverages  
Canned Deciduous Fruit  
Sugar  
Retail Foods

**Approved By:**

Morgan Haas

**Prepared By:**

Staff

**Report Highlights:**

In order to promote sales of U.S. food products, beverages, and wines and to increase consumer awareness of the quality, variety, and availability of U.S. foods in Kunming, ATO Chengdu held a week-long (September 1-7) “Great American Food Festival” at a supermarket chain in Kunming. The event promoted 600 U.S. agricultural products to consumers, including 353 new-to-market products. The total sales volume reached USD \$59,709 during the seven days of the promotion. Average daily sales of U.S. food increased from USD \$426 before this event to USD \$8,530 during the promotion.

To access the full report, please contact [atochengdu@fas.usda.gov](mailto:atochengdu@fas.usda.gov)

**General Information:**